

# EDITORIAL PREFACE

## UVODNIK

# MARKET TRŽIŠTE

Research scientists and marketing practitioners alike testify to numerous, increasingly frequent and often turbulent changes in their academic and business environment that heighten uncertainties, while also adding to the complexity and risks of decision-making. Thus, the rapprochement, interaction and synergy of science and practice gain importance so that no effort may be spared in seeking innovative and sustainable approaches and processes with implications for both theory and practice.

It was on that footing that we aimed at presenting in this issue of Market-Tržište such papers that, irrespective of the diversity of research topics and objectives, voice similar calls for a closer correlation between scientific achievements and attempts to overcome challenges in day-to-day marketing practice. Through specific research problems and gaps identified in various sectors and disciplines (hotel and catering industry, financial, i.e. banking services, wholesale trade, marketing ethics, sustainability and ethical consumer behavior), authors reveal and interpret new dimensions of the correlation, interdependence, relationship, and development of well-known marketing constructs. The interest and topicality of the papers selected for publication provide a true incentive to reading.

Znanstvenici istraživači i praktičari marketinga u akademskom i poslovnom okruženju svjedoče brojnim, učestalim i nerijetko turbulentnim promjenama koje izazivaju nesigurnost te povećavaju kompleksnost i rizičnost odlučivanja. Približavanje, prožimanje i sinergija znanosti i prakse postaju sve važniji da bi se pronašli inovativni, održivi pristupi i procesi koji će imati implikacije i na teoriju i na praksu.

Polazeći od navedenog, nastojali smo u ovom broju Market-Tržišta predstaviti radove koji se, bez obzira na raznovrsnost predmeta i ciljeva istraživanja, podudaraju u izražavanju potrebe isticanja tješnje povezanosti znanstvenih postignuća s rješavanjem izazova prisutnih u svakodnevnoj praksi marketinga. Kroz specifično identificirane istraživačke probleme i jazove u različitim sektorima i disciplinama (hotelijerstvo, ugostiteljstvo, financijske, tj. bankarske usluge, veletrgovina, marketinška etika, održivost i odgovorno potrošačko ponašanje) autori identificiraju, otkrivaju i interpretiraju nove dimenzije povezanosti, međuovisnosti, odnosa i razvoja poznatih marketinških konstrukata. Zanimljivost i aktualnost odabranih priloga potiču i pozivaju na čitanje.

Bez namjere da izgled pretpostavimo sadržaju, zahvaljujemo svim čitateljima i suradnicima koji

With no intention of putting appearance before content, we are grateful to all readers and collaborators for their positive response and congratulatory messages about changes in the journal's visual identity. We consider the sensory attractiveness of Market-Tržište an important element, adding value to the papers published after careful selection. It is with a lasting commitment to the latter that we strive to offer our readership not only new and informative content, but one which will always be attractive and educational at the same time.

Professor Đurđana Ozretić Došen, Ph. D.

Editor in Chief

su nam uputili pozitivne reakcije i čestitke povodom promjene vizualnoga identiteta časopisa. Osjetilnu privlačnost Market-Tržišta smatramo važnim elementom uz odabrane i objavljene radove u čiji odabir ulažemo trajne napore kako bismo čitateljstvu ponudili istovremeno nov, informativan, privlačan i edukativan sadržaj.

Prof. dr. sc. Đurđana Ozretić Došen

Glavna urednica